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1 INTERACTIVE CONSUMER PRODUCT PROMOTION METHOD AND MATCH GAME

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3 Abstract of the Disclosure

4 An interactive consumer product promotion method and
5 match game includes a database which is accessed for an
6 information screen displayed on an interactive electronic
7 terminal, such as a personal computer, interactive
8 television, in-store kiosk, etc. The displayed information
9 screen typically includes a listing of popular consumer
10 product categories, such as "Detergents"; "Cereals"; "Motor
11 Oil"; "Cookies"; "Crackers"; etc. along with a matrix of
12 spaces representing a match game such as Bingo or Keno. In
13 each space in the displayed matrix a symbol is displayed.
14 The game is played by comparing selected consumer product
15 categories with preselected spaces on the matrix to detect
16 matches and corresponding prizes. Coupons and/or rebate
17 offers for products with the selected categories are
18 downloaded for printing by the consumer. A personalized
19 rebate form can be printed which allows the consumer to
20 collectively submit multiple register receipts and/or UPC
21 codes for selected products, via mail or electronic
22 scanning, in order to secure a single combined electronic or
23 mailed rebate payment.

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